

Provisional Programme

Monday 14 December

11:00 Pre-conference Workshops

18:00 Welcome drinks reception sponsored by



Day one: Tuesday 15 December

08:00 Registration desk opens

Session I: Keynote session: the future of MENA steel

08:45 Chairman's opening remarks

09:00 Keynote panel: how is the steel industry likely to progress in the MENA regions?

- What effect has the iron ore price fluctuation had on the market? To what extent is steel scrap being reconsidered as a feedstock?
- Dubai Expo 2020 and the Qatar World Cup 2022 – will 2016 be the year we see projects begin? What will this mean for steel demand? What other projects are driving steel demand in the region?
- Dumping and regional protectionism – how can dumping be combated? Is there a region-wide solution?
- How is the MENA region steel industry adapting to environmental pressures and natural gas availability?
- How has low oil price affected the steel industry?

Chairman:

Richard Thompson, Editorial Director, **MEED**

Panellists:

Abdulaziz Sulaiman Al-Humaid, Executive Vice President, Metals, **Sabic**, and Former Chairman, **Hadeed**

Saeed Ghumran Al-Romaithi, Chief Executive Officer, **Emirates Steel**

Anurag Bisaria, Chief Executive Officer, **Bahrain Steel**

Rayed Abdullah Al-Ajaji, President, **Unicoil**

09:45 A check-up of the steel sector in the Arab world

Saeed Ghumran Al-Romaithi, Chief Executive Officer, **Emirates Steel**

10:15 Networking refreshment break

10:45 Overcapacity and trade cases: Turkish exports

- How much crude steel is Turkey producing?
- How much is required domestically?
- What volumes of steel are being exported from Turkey?
- What proportion is being sold into the MENA region?
- Trade cases – are they threatening free trade?

Ali Pandir, Member of the Board, **Turkish Steel Exporters' Association** and CEO, **Erdemir Group**

11:05 Saudi Arabia: economic development 2025

Abdullah Al-Zahrani, Business Analyst, **SABIC**



Session II: Raw materials: a turbulent year for iron ore

11:25 Iron ore panel: what next for iron ore?

- How has the industry adapted to volatile pricing?
- To what extent will there be further consolidation of the market?
- DR grade pellets – where will new supply come from?
- What will happen to the iron ore price in 2016? How are pellet premiums being adapted to new pricing conditions?

Guilherme Reinisch, Chief Commercial Officer MENA & India, **Vale**

Peter Hannah, Analyst, **Metal Bulletin Index**

Session III: Flat steel: modernising the industry

12:05 Lead: time to retire from continuous galvanizing and organic coating in the flat steel industry

- Background and present applications of lead in the steel industry
- What effect does lead have on process and product performance?
- Standards, regulations and legislations – what alternatives are there to lead usage?
- UNICOIL initiative – “Lead-Safe” products

Sanjay Roychoudhury, Head of Operations Department, **Unicoil**

12:35 MENA flat steel and the global market

- How has the MENA flats market adapted to current pressures?
- Where is new demand for flat products likely to come from?
- How does the MENA flats industry interact with the global market? What threats are there from imports?
- What will happen to flat product pricing?

Abu Bucker Husain, Chief Executive Officer, **Al-Ghurair Iron and Steel**

13:00 Networking lunch sponsored by



Session IV: Focus on Iran

14:15 Prospects for the Iranian iron and steel industries in a new era

Dr Mehdi Karbasian, Deputy of Minister of Industry, Mines and Trade and Chairman, **IMIDRO**

14:45 Iranian steel markets: where are they heading?

Dr Bahram Sobhani, Managing Director, **Mobarakeh Steel**

15:15 Iranian iron ore: current productions, potential expansions and export possibilities

Sadjad Ghoroghi, Member of the Board, **IROPEX**

15:40 How are sanctions likely to change? What opportunities and risks could there be for the iron and steel industries?

Simon Cartwright, Partner, **Holman Fenwick Willan LLP**

16:00 Panel discussion: Iran in the global market place

- How are the iron ore and steel markets in Iran progressing?
- What investments and expansions are likely to happen?
- How will Iran interact with the global market place? Will it become a net importer or net exporter of iron ore and steel?
- What opportunities are there for new projects and demand growth in the Iranian markets?

Dr Ardeshir Saad Mohammadi, Managing Director, **Esfahan Steel**

Ali Hemmat, Managing Director, **Iritec**

Mehran Abbaszadeh, Strategic Planning Manager, **Khuzestan Steel**

Bahador Ebrahimian, Member of the Board, **Iranian Steel Producers Association**

16:30 Networking refreshment break

Session V: Catering to the MENA steel market

17:00 **Technology panel: how can technologies help steelmakers remain agile and adaptable to fluctuating demand?**

- To what extent can new technologies increase environmental sustainability?
- What new pressures are there on technology providers? How is technology being developed to cater to the MENA region?
- What steps can be made to improve economic efficiency integrating old technologies with new technologies?

Todd Ames, MENA Sales Manager, **Midrex**
Andreas Flick, Chief Technology Officer, Upstream, **Primetals**
Enzo Ruscio, Executive Vice President, **Danieli**
Stefan Mehl, Director Solution Sales – Ferrous & Ferroalloys, **Outotec**
Paolo Cancian, Vice President Middle East & Africa, **SMS Group**
Pablo Duarte, Commercial Director, **Tenova Hyl**

17:45 **Assuring product conformity for the steel supply chain**

- How does CARES quality and sustainability certification scheme work?
- Imports, low quality rebar and engagement with local authorities – market conditions in the Middle East
- What are the benefits of using CARES?
- CARES for the MENA region

Ayhan Tugrul, General Manager, **CARES**

18:15 **Close of day one followed by networking reception sponsored by**



Day two: Wednesday 16 December

Session VI: Streams

Stream A: Technology: increasing efficiencies and flexibility

09:00 **Recent technology advancements for sustainable small, mid and large-scale iron ore pellet production**

Stefan Mehl, Director Solution Sales – Ferrous & Ferroalloys, **Outotec**

09:20 **Jindal Shadeed Midrex Plant Performance**

Jayesh Dalal, DRI-Head, **Shadeed Iron & Steel**

09:40 **DRI production economics in MENA region**

Joel Morales, Marketing Manager, **Tenova Hyl**

10:00 **Creating the future of metals as one**

Andreas Flick, Chief Technology Officer, Upstream, **Primetals**

10:20 **Arvedi ESP and WinLink®: high efficient flat and long steel production**

Gerald Hohenbichler, Principle Expert for Casting & Rolling, Technology Manager Direct Production Processes, **Primetals**

10:40 **Alternative competitive ways to produce liquid steel: complete integrated process and a combination of mini-BF and EAF**

Enzo Ruscio, Executive Vice President, **Danieli**

11:00 **Networking refreshment break**

11:30 **Advanced mini-mills for long and flat products**

Raman Handa, Representative GCC, **SMS Gulf FZE**

11:50 **Consteel® Evolution: the only proven technology for EAF charging flexibility. From 0% to 100% Scrap**

Cesare Giavani, Head Process and R&D Melt Shop, **Tenova SpA**

Stream B: Regional steel and importing into the MENA regions & Services, pricing and logistics

09:00 **North African steel: consumption growth and domestic production**

- Political stability and economic recovery – how are North African steel companies faring? How has the drop in oil price affected steel project developments?
- Egypt – how are new construction projects developing? To what extent are government safe guards against imports aiding domestic production?
- Imports – how long will North Africa continue to import large quantities of steel? To what extent can domestic production displace imports?

George Matta, Marketing Director, **Ezz Steel**

09:30 **China: shifting demand dynamics and the ferrous market**

- How is capacity utilisation in Chinese steel mills progressing? Is consolidation likely?
- What effect has slowing demand had on Chinese steel exports? What amounts of steel export are we likely to see in the future?
- When will Chinese steel demand recover? What are the solutions to overcapacity?

Wu Wenzhang, Chief Executive Officer, **Steelhome**

10:00 **Cost reduction opportunities in crisis periods**

Gustavo Franco, Global Commercial Vice President – Steel, **Magnesita**

10:20 **Global freight and shipping: where are prices heading?**

Maria Bertzeletou, Team Leader – Research, **IFCHOR**

10:40 **Sohar Port and Freezone: development opportunities for the ferrous industry**

Jacoba Bolderheij, Commercial Manager, **Sohar Port and Freezone**

11:00 **Networking refreshment break**

11:30 **LME Ferrous products: new ways to use the market to manage risk**

Oscar Wehtje, Head of Strategic Projects, **London Metals Exchange (LME)**

11:50 **Financing the steel industry: liquidity and market forces**

Antoine Sevray, Head of Metals & Mining, **BNP Paribas**
Eric Louvert, Senior Advisor Metals & Mining, **BNP Paribas**

Session VII: World steel

12:10 **Global steel: 2015 fundamentals, forecasts and growth areas**

- Update on Chinese domestic steel fundamentals for steel in general through 2015
- Margins and shipments – how has the rest of the world steelmakers fared this year?
- Global steel benchmark forecasts
- Where will the main growth areas for steel suppliers come from? What are the threats/potential pitfalls for non-Chinese steelmakers?

Keval Dhokia, Analyst, **Metal Bulletin Research**

12:40 **Steel market: challenges and opportunities**

Zohair Al-Zawad, Manager Investment Planning, **Sabic**

13:10 **Networking lunch sponsored by and close of conference**

